

Exhibit E



Good
Source of

Whole Grain



0g Trans Fat

Sara Lee[®]

Classic
100% Whole Wheat



Good Source of Whole Grain

**Heart
Healthy**

Nutrition Facts

Serving Size 1 Slice (28g)

Servings Per Container 16

Calories 70

Calories from Fat 10

| Amount/Serving | % Daily Value* | Amount/Serving | % Daily Value* |
|--|----------------|-------------------------------|----------------|
| Total Fat 1g | 1% | Sodium 100mg | 4% |
| Saturated Fat 0g | 0% | Total Carbohydrate 13g | 4% |
| Trans Fat 0g | | Dietary Fiber 2g | 8% |
| Polyunsaturated Fat 0g | | Sugars 2g | |
| Monounsaturated Fat 0g | | Protein 3g | |
| Cholesterol 0mg | 0% | | |
| Vitamin A 0% • Vitamin C 0% • Calcium 6% • Iron 4% | | | |
| Thiamin 6% • Riboflavin 2% • Niacin 6% • Folic Acid 4% | | | |

INGREDIENTS: WHOLE WHEAT FLOUR, WATER, HIGH FRUCTOSE CORN SYRUP, WHEAT GLUTEN, YEAST, BROWN SUGAR. CONTAINS 2% OR LESS OF SOYBEAN AND/OR COTTONSEED OILS), SALT, HONEY, WHEAT BRAN, DOUGH CONDITIONERS (MAY CONTAIN ONE OR MORE OF THE FOLLOWING: AND DIGLYCERIDES, SODIUM STEAROYL LACTYLATE, CALCIUM PEROXIDE, DATEM, ASCORBIC ACID, AZODICARBONAMIDE, ENZYMES), CALCIUM (MONOCALCIUM PHOSPHATE, CALCIUM SULFATE, AMMONIUM SULFATE), CORN STARCH, CALCIUM PROPIONATE (PRESERVATIVE), SOY LECITHIN. CONTAINS WHEAT, SOY AND MILK

242979
* THIS PRODUCT PROVIDES 14g OF WHOLE GRAIN IN A 1 SLICE SERVING. USDA RECOMMENDS CONSUMING 48g OF WHOLE GRAIN EVERY DAY.

SARA LEE, DOWNERS GROVE, IL 60515 USA © 2009 SARA LEE CORPORATION



** In 2 slices

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STEPS TO
SOURCE: U.S. D
USDA doe
servi

| % Daily Value * | |
|-----------------|----|
| g | |
| mg | 4% |
| Hydrate 13g | 4% |
| g | 8% |

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

| | | |
|--------------------|-------------------|---------|
| Calories: 2,000 | | 2,500 |
| Total Fat | Less than 65g | 80g |
| Sat Fat | Less than 20g | 25g |
| Cholesterol | Less than 300mg | 300mg |
| Sodium | Less than 2,400mg | 2,400mg |
| Total Carbohydrate | 300g | 375g |
| Dietary Fiber | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

- Iron 4%
- Folic Acid 4%

UAR. CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: VEGETABLE OIL
MORE OF THE FOLLOWING: MONO- AND DIGLYCERIDES, ETHOXYLATED MONO-
AMIDE, ENZYMES), CALCIUM SULFATE, DISTILLED VINEGAR, YEAST NUTRIENTS
RESERVATIVE), SOY LECITHIN, MILK, SOY FLOUR.

RA LEE CORPORATION
OLE GRAIN EVERY DAY.

12030-0699-0509

